

SUPERGIRL GHOST BUSTERS PURPLE RAIN THE KARATE KID

...and the usual gang of idiots are all in this issue of...

No.
253
March
'85

MAD

Our
Price
\$1.25
Cheap



YOU MAY ALREADY BE A BIG
WINNER! SCRATCH OFF THESE
LINES WITH A COIN AND SEE!



70989 33230

CANNED LAUGHTER...AT YOUR DISPOSAL!

MORE TRASH FROM

SUMMER
1985
SUPER
SPECIAL

MAD

OUR
PRICE
\$2.50
CHEAP



FEATURING 8 SHOCKING RIDICULOUS FULL-COLOR

MAD MINI-POSTERS

PLUS 80 PAGES OF COLLECTORS' ITEM GARBAGE FROM PAST ISSUES

ON SALE NOW AT YOUR FAVORITE MAGAZINE DUMP!

MAD

"People who make the same mistake the second time are the lucky ones who didn't kill themselves making it the first time!" —Alfred E. Neuman

WILLIAM M. GAINES, publisher **ALBERT B. FELDSTEIN**, editor

LEONARD BRENNER, art director **TOM NOZKOWSKI**, production

NICK MEGLIN, senior editor **JOHN FICARRA**, associate editor

GLORIA ORLANDO, SARA FOWLER, subscriptions

JACK ALBERT, lawsuits **ANNE GRIFFITHS**, logistics

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of.....	24
BURY FUNNY DEPARTMENT	
Don Edwing Looks At Funerals.....	16
DEJA REVIEW DEPARTMENT	
MAD Satires Of Three Summer Movies:	
"Ghost-Dusters".....	4
"Purple Acid Rain".....	7
"The Karocky Kid".....	10
FASTEN FURIOUS DEPARTMENT	
Exciting New Uses For Miracle "Velcro".....	39
HOT OFF THE PRESS DEPARTMENT	
MAD's Lurid, Romantic Text Books.....	29
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy.....	48
LETTERS HAVE IT DEPARTMENT	
Random Samplings Of Readers Mail.....	2
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" By Aragones.....	**
MAID OF STEAL DEPARTMENT	
"Supergall" (Yet Another MAD Movie Satire).....	42
OPT-TICKLES DEPARTMENT	
If You Walk Down A Dark And Lonely Street.....	36
ORWELL THAT ENDS WELL DEPARTMENT	
The MAD 1984 Quiz.....	34
POST WASTE DEPARTMENT	
The MAD Chain Letter.....	20
RIP, PLEASE! DEPARTMENT	
MAD's Modern Believe It Or Nuts!.....	38
SECTIONAL EDUCATION DEPARTMENT	
MAD's Instant Guide To American Regional Types.....	21
SNAPPING ANSWERS DEPARTMENT	
A MAD Look At Pets' Back Talk.....	32
SOUR GREATS DEPARTMENT	
When All Comic Strip Characters Turn Rotten.....	13

**Various Places Around The Magazine

COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: AL JAFFEE

VITAL FEATURES

"GHOST-DUSTERS"
(A MAD Movie Satire)
Pg. 4



"PURPLE ACID RAIN"
(Another MAD Movie Satire)
Pg. 7

"THE KAROCKY KID"
(Another MAD Movie Satire)
Pg. 10



DON EDWING LOOKS AT FUNERALS
Pg. 16

EXCITING NEW USES FOR MIRACLE "VELCRO"
Pg. 39



"SUPERGALL"
(Yet Another MAD Movie Satire)
Pg. 42

SAVE MONEY AND RECEIVE FREE GIFTS! SUBSCRIBE TO **MAD** AND GET...

**6* FREE MAD
"SUPER SPECIALS"**
WITH A 40 ISSUE SUBSCRIPTION
(AND SAVE \$11.00)
***OUR CHOICE!**

**3* FREE MAD
"SUPER SPECIALS"**
WITH A 24 ISSUE SUBSCRIPTION
(AND SAVE \$5.00)
***OUR CHOICE!**

24 FREE MAD
"WIRE STAPLES"**
WITH AN 8 ISSUE SUBSCRIPTION
(AND SAVE NOTHING!)
****BIG DEAL**

----- use coupon or duplicate -----

MAD
485 MADison Avenue
New York, N.Y. 10022

- ☐ I enclose \$39.00*. Please enter my name on your subscription list and mail me the next 40 issues... PLUS MY 6* FREE "MAD SUPER SPECIALS"!
- ☐ I enclose \$25.00!. Please enter my name on your subscription list and mail me the next 24 issues... PLUS MY 3* FREE "MAD SUPER SPECIALS"!
- ☐ I enclose \$10.00!. Please enter my name on your subscription list and mail me the next 8 issues... WITH MY 24** FREE WIRE STAPLES[ISSUE]!

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

*Outside U.S.A. (including Canada), \$12.00 for 8 issues or \$30.00 for 24 issues or \$47.00 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

LETTERS HAVE IT DEPT.



WHAT, ME BORROWED?

Once again, Alfred makes the editorial page.

Scott Junkert
Hermantown, MN



DROPOUT MATERIAL

I am a student at Coughlin High School in Wilkes-Barre, PA. I have just learned how to type a real, honest-to-God letter and I am so proud of myself that I had to type one to somebody. I decided to write to you. I figured that if I made a couple of mistakes here and there you wouldn't notice. I hope and pray that you will put this letter in your magazine because I want my typing teacher to think I am more than a "waste" (That's what she calls me now) and so that everyone at Coughlin can say, "Hey, our school was in MAD Magazine!"

A Crazy Coughlin Student
Wilkes-Barre, PA

A WING AND A PRAYER

I didn't know you guys had your own airline, too!

Daniel Uberrini
Saint Denis, FRANCE

THE "JACKSONS"

Tell the new guy (James Warhola) that he did a great job on the cover of MAD #251. One question: Is the guy in the crowd flipping someone off or is he giving the "H" sign?

Cody Short Esq.
Fort Collins, CO

I applaud your salute to the Jacksons on the cover of MAD #251. I've been really steamed at your magazine ever since you printed the letter from Nicholas J. Mifsud back in #248 calling Michael Jackson "a Creep!" I think Mifsud's the creep!

Patrick Michael Bucci
MADison, WI

Really now! I haven't looked at an issue of MAD in about a year, and the first thing I notice when I buy one (issue #251) is that Michael Jackson's glove is on the wrong hand! He ALWAYS wears it on his right hand! If this type of thing isn't stopped, Alfred's missing tooth may be put on the right side instead of his left!

Jason Sadofsky
Brewster, NY

Michael had just come back from the bathroom when the cover was painted.—Ed.

I loved the cover of MAD #251—"MAD Salutes The Jacksons"—but how come there is nothing about the Jacksons on the inside of the magazine?

Chad Suber
Albuquerque, NM

We're saving all our Jackson material for our special "Rock Issue"—MAD #254! (Big Deal!)—Ed.

**Please Address All Correspondence To:
MAD, Dept. 253, 485 MADison Avenue
New York, New York 10022**

MAD welcomes reader submissions. However, manuscripts will not be returned or acknowledged unless a self-addressed envelope with correct postage is included!



Air MAD: It'll Never Get Off The Ground

AIN'T IT "GAINES" ...

Ain't It Great... that we live in a land of opportunity where a dirty, fat hairy slob can become rich publishing a lousy magazine for 32 years straight!

The Medford MADman
Medford, NY



Gaines: Fat, Rich and Unashamed

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685) 1. Title of Publication: MAD A. Publication No. ISSN 0024 9319 (324520) 2. Date of filing: Oct. 1, 1984 3. Frequency of issue: Monthly, except Feb., May, Aug., Nov. A. No. of issue published annually: 8 B. Annual subscription price: \$10.00/8 issues 4. Complete mailing Address of Known Office of Publication: 485 MADison Avenue NYC 10022 5. Complete Mailing Address of the Headquarters of General Business Offices of the Publisher: 485 MADison Avenue NYC 10022 6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue NYC 10022; Editor: Albert B. Feldstein—485 MADison Avenue NYC 10022; managing Editor: None 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E. C. Publications, Inc., wholly owned by Warner Communications, Inc. a publicly held corporation—75 Rockefeller Plaza NYC 10019. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

10.

EXTENT & NATURE OF CIRCULATION	AVERAGE NUMBER OF COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	1,666,313	1,654,871
B. PAID CIRCULATION: 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	732,790	836,348
2. MAIL SUBSCRIPTIONS	50,402	45,845
C. TOTAL PAID CIRCULATION	783,192	882,193
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS, SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES	65	65
E. TOTAL DISTRIBUTION	783,257	882,258
F. COPIES NOT DISTRIBUTED: 1. OFFICE USE, LEFT OVER, UNAC- COUNTED, SPOILED AFTER PRINTING	600	600
2. RETURNS FROM NEWS AGENTS	882,456	772,013
G. TOTAL	1,666,313	1,654,871

11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

RE-LIVE THOSE "HAPPY DAYS" OF MCCARTHYISM, THE KOREAN WAR, IKE AND DICK, THE BOMB... AND OTHER FONZE AND GAMES! READ...

BY GEORGE, WE ARE PLAYING WITH A FULL DECADE!!

On Sale At Your Favorite Bookstand, Or Yours By Mail

use coupon or duplicate

MAD

485 MADison Avenue
New York, N.Y. 10022

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PLEASE
SEND ME

☐ A MAD LOOK
AT THE 50'S

ALSO PLEASE SEND ME THESE OTHER MAD
PAPERBACK BOOKS I'VE CHECKED BELOW:

- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow Up File
- ☐ 3rd MAD Dossier of SPY vs. SPY
- ☐ 4th MAD Classified SPY vs. SPY
- ☐ 5th MAD Report of SPY vs. SPY
- ☐ 6th Case Book on SPY vs. SPY
- ☐ A MAD Look at Old Movies
- ☐ Return of MAD Old Movies
- ☐ MAD-vertising
- ☐ A MAD Look at TV
- ☐ A MAD Guide to Leisure Time
- ☐ A MAD Guide to Self-Improvement
- ☐ A MAD Guide to Fraud & Deception
- ☐ MAD Sex, Violence & Home Cooking
- ☐ ARAGONES "Viva MAD"
- ☐ ARAGONES MAD about MAD
- ☐ ARAGONES MAD-ly Yours
- ☐ ARAGONES In MAD We Trust
- ☐ ARAGONES MAD as the Devil
- ☐ ARAGONES Incurably MAD

- ☐ ARAGONES Shootin' MAD
- ☐ ARAGONES MAD Marginals
- ☐ ARAGONES MAD As a Hatter
- ☐ ARAGONES MAD Menagerie
- ☐ MAD for Better or Verse
- ☐ Sing Along With MAD
- ☐ MAD Look at Old Movies
- ☐ MAD Talking Stamps
- ☐ The MAD Jumble Book
- ☐ More MAD About Sports
- ☐ MAD Around the World
- ☐ MAD Goes Wild
- ☐ Get Stuffed With MAD
- ☐ MAD Jock Book
- ☐ MAD Goes to Pieces
- ☐ MAD Word Power
- ☐ Politically MAD
- ☐ MAD Look at the Future
- ☐ MAD Book of Mysteries
- ☐ MAD Tell It Like It Is Book

- ☐ MAD Cradle to Grave Primer
- ☐ MAD Make Out Book
- ☐ MAD Clobbers the Classics
- ☐ MAD's How To Be a Successful Dog
- ☐ MAD Book of Revenge
- ☐ MAD Guide to Careers
- ☐ MAD Survival Handbook
- ☐ MAD's Fast Living
- ☐ History Gone MAD
- ☐ The MAD Worry Book
- ☐ MAD Weirdo Watchers Guide
- ☐ MAD Stew
- ☐ The Sound of MAD
- ☐ EDWING Bizarre Bazaar
- ☐ EDWING Book of Almost Superheroes
- ☐ EDWING MAD Variations
- ☐ Clod's Letters to MAD
- ☐ PORGES How Not To Do It
- ☐ PORGES Cheap Shots
- ☐ Coker MAD Pet Book

Allow 10 weeks for delivery
Outside the U.S.A., add
15% extra.

I ENCLOSE \$1.95 FOR EACH
(Minimum Order: \$5.85)

We cannot be responsible for cash
lost or stolen in the Mails. Check
or Money Order Preferred!



Hi, there! My name is **Gene Sissy**...!

I thought we were just delightful!!

I thought our comments were sharp, perceptive and provocative, and our dialogue was far superior to the actual movie spoofs themselves!

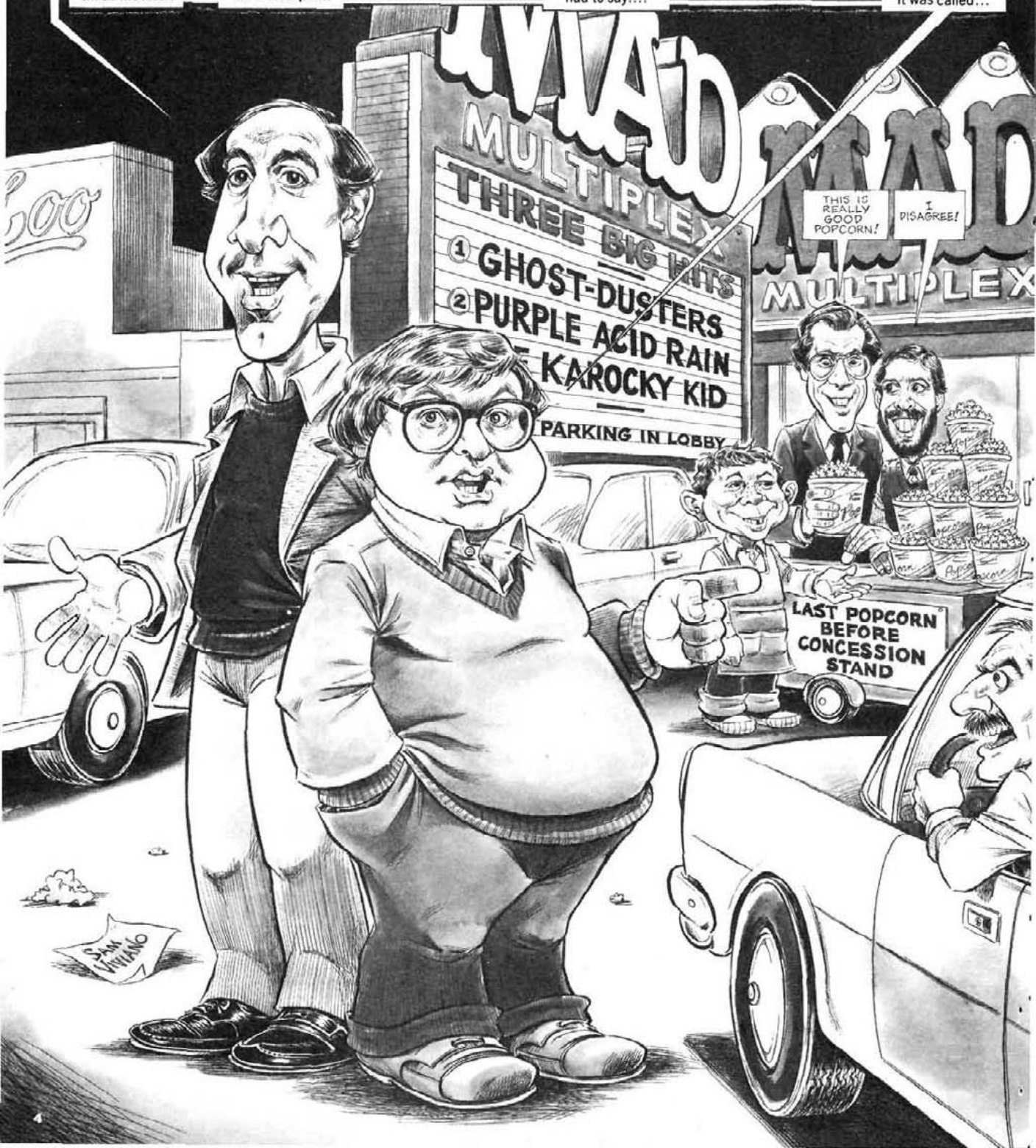
I thought we were witless, tedious, inane and totally lacking in any keen insight... especially in everything YOU had to say...!

I thought you'd be pleased that MAD's artist drew you without filling up the entire page! Anyway, we're back again to review three hot movies of last Summer!

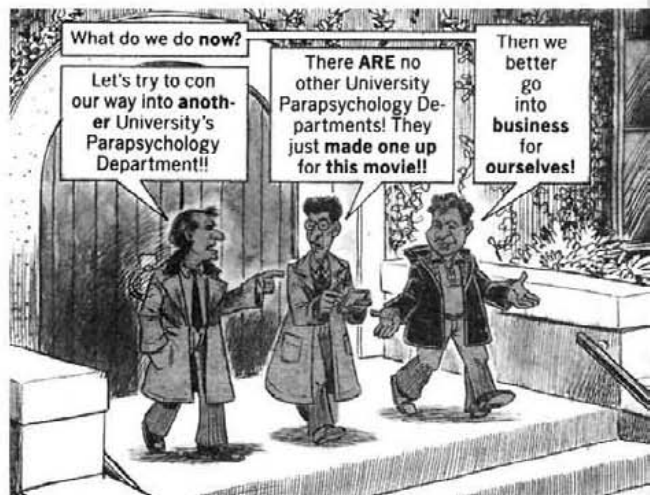
First, let's look at a blockbuster comedy success! This movie was a "satire" of occult films, featuring a trio of investigative scientists! It was called...

And I'm **Roger Ebores**! We recently appeared in an issue of MAD to review three movies!!

And I disagree!! I thought we were horrible!! I'm surprised they brought us back for this sequel!!



GHOST-DUSTERS

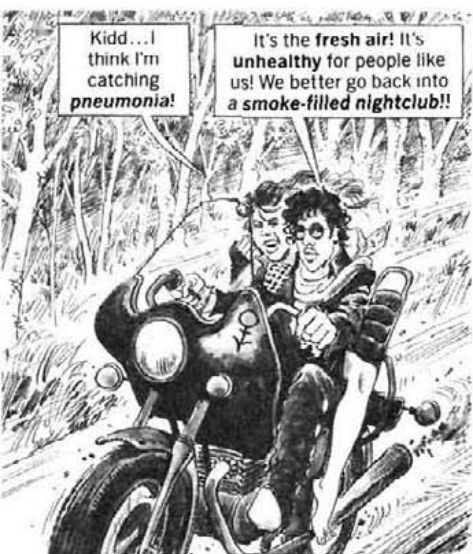


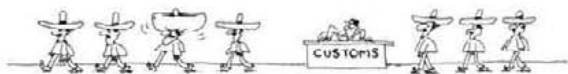




Purple Acid Rain







You're a **mystery**, Dabalonia! I don't know **anything** about **you**! Before we **make love**, I have an **important question** to ask...! Who **ARE** you???

Listen...before we make love, I have an important question to ask, **too**...!

Yes?

WHAT are you???



What's going on here...?

The Kidd and Norris are at it again...! They're having a **"CLOTHES-OFF"**!!

You know the **problem** with this movie? The **budget** was three **million bucks** for **costumes** and only **fifty dollars** for **acting lessons**!

I don't think they got their **money's worth**!!



Gee, Dad, I didn't know you were a **SONG WRITER**!!

I wrote back in the **40's and 50's**! The **music scene** was a **lot different** then!

In what way...?

In those days, we had a thing called **"melody"**!!



I want to dedicate this song to my **Father**, who **attempted suicide**, lived...

... and will probably **attempt suicide** again after he hears this!

It's called **"PURPLE ACID RAIN"**!!



Kidd, now that you've **got it all together**, let's get **married** and **settle down**! We can **save a bundle of money**...!!

Yeah...? **How** do you figure?

We can share the **SAME WARD-ROBE**!



What I disliked **most** about this film, aside from the **ear-shattering sound track**, was the **dreadful acting**! Prance had the **dramatic range** of a **platter of cold cuts**!

I found the **amateurish acting** a **PLUS**! In fact, I thought this was one of the **best low-budget films** ever to come out of **Minnesota** featuring a **funky rock performer**!!

I disagree! I saw home movies of **Bobby Dylan's Bar Mitzvah**... and the **music, production and performances** put this movie to **shame**!!

Our last film was the **"sleeper"** hit of the **Summer**! It was about a **skinny kid** who **moves to California**, gets **beat up by bullies**, and learns **Karate** from a **Japanese handyman**! Here's—

?

The Karocky Kid

Danyell, you're gonna love California! It's much better than New Jersey! Whaddya think? Isn't it beautiful...?

I'm not sure, Mom! We've been in L.A. three hours...and I still haven't seen it! Right now, it looks like the Pulaski Skyway during the rush hour!!

ENGINE
EXIT HERE



Hi, there! I'm a bright, gorgeous, California blonde!

Hi, there, yourself! I'm trash from New Jersey! We have absolutely nothing in common!

We're holding the same volley ball, aren't we?

Yeah! So what?

In California... that's a COMMITMENT!!



Meet my ex-boyfriend, Johnnymop! He has a Black Belt in Karate!

How come it's over between you two?

He ALSO has a Black Belt in PERSONALITY!!



Punk... I'm gonna beat you up... California style!!

CALIFORNIA style...???

Yeah!! You ready...???



POW!





We have much work before tournament! These are the rules! I TEACH! You LISTEN! Deal...??

Deal!!

Good! Start by waxing my cars! Then—sand my deck, stain my fence, paint my house ... and then, I have another small task...

How will doing all that help me learn Karate?

It won't! But...if you lose tournament and can't go back to school, at least you will have a TRADE!

Humility and discipline are first steps in mastering Karate! Also, **BALANCE!!** Good balance **essential** to good Karate! So practice balance on bow of rocking rowboat...

Be honest, Mr. Myakki! What are my chances in the tournament??

If you fight on **ROWBOAT**, you are home free! Fight on land... very iffy!



I have taught you well! Your heart and your mind are well-disciplined—and your balance is tuned!

Yeah, but his fists and his feet are lethal weapons... and he outweighs me by a hundred pounds! I think he's got an edge ... and I'm scared stiff!

See...?? You are already qualified for a "Yellow Belt"!!

I find it hard to believe that a skinny kid like me—with only "mental toughness"—won't get **KILLED** by a Black Belt Super Star like him...!!

If you're looking for things that are hard to believe, how about a Maintenance Man who owns five antique cars and a huge house...?

And a cute, rich blonde who's attracted to the school wimp...?

Great! My spirits are really soaring now!!



You **WON!!!** How'd you DO it???

I got smart! At the last second, I came to my senses and **CHANGED COACHES!** If not, I'm a dead man!



What can I say? Not one single thing in this film was believable! I loved it!!

I loathed it! Why, I walked out in the middle... and I was on a PLANE!!

Must've been a JUMBO JET! That's the only kind that you'd fit through!

That's all the time we have! So...till we meet again... we'll see you at the movies!

We'll be easy to spot! Gene's HEAD will be shining in the audience!

And Roger will be wearing white... so they can project the MOVIE on his back!!



SOUR GREATS DEPT.

Until recently, it was pretty easy to categorize most comic strip heroes. They were either: (1) Noble and courageous; or (2) Funny, lovable clods. The bottom line was: They were generally decent people. Today, of course, we still have our share of positive personalities on the funny pages. But have you noticed there's a subtle, insidious element gradually taking over? Well, it's true! We call this

THE TREND TOWARD ROTTENNESS IN THE COMIC STRIPS

For example, take a look at some of the more popular funny page heroes of today:

First of all, there's "ANDY CAPP" ...



A rotten, amoral insect, who never did an honest day's work, or a worthwhile thing, in his whole entire life.

And then, there's "ARNOLD" ...



An insensitive, insulting character who constantly nauseates people with his foul stories and vicious comments.

And then, there's "CROCK" ...



A sadistic taskmaster who relishes causing his men pain.

And finally, there's the king in "THE WIZARD OF ID" ...



A selfish, unenlightened ruler who overtaxes his subjects and punishes them for minor, or even non-existent crimes.

Well if this is the trend of the future, it's only a matter of time before the few remaining decent comic strip characters will have to shape up or ship out. Which brings us to this article... containing examples of what could happen ...

WHEN ALL COMIC STRIP C

BLONDIE

ARTIST: BOB CLARKE WRITER: LARRY SIEGEL



ANNIE

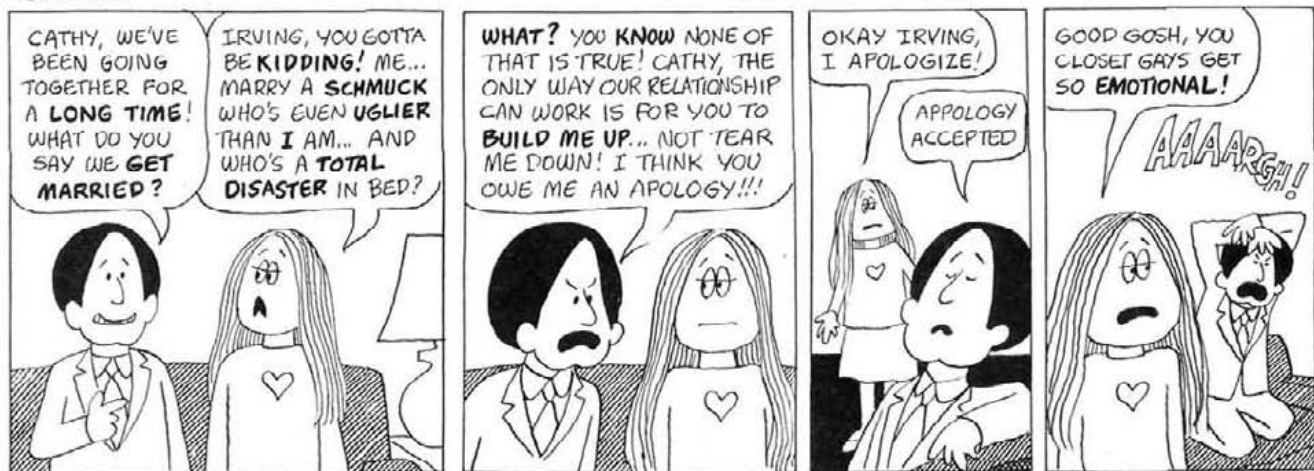


FAMILY CIRCUS



CHARACTERS TURN ROTTEN

CATHY



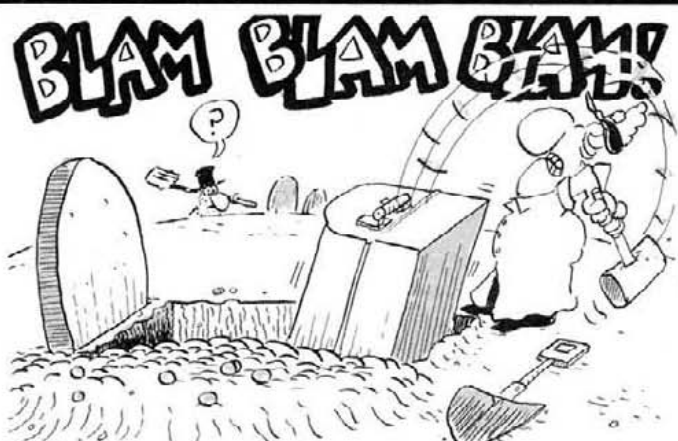
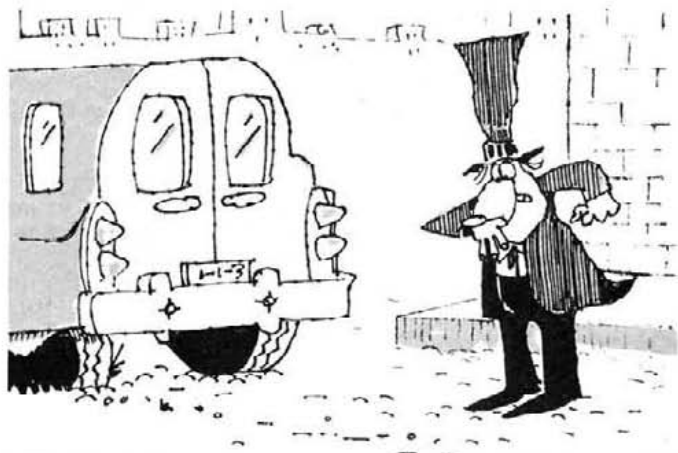
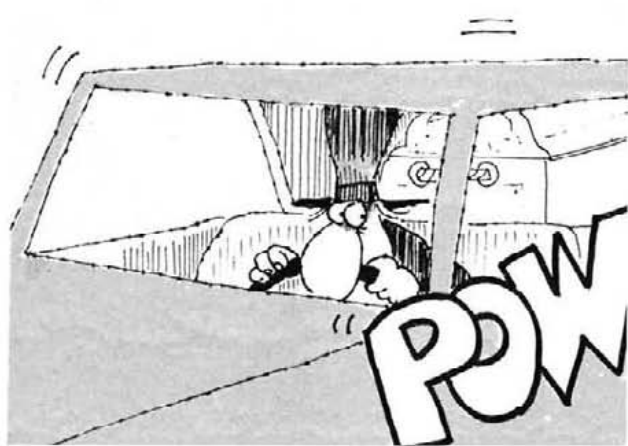
PEANUTS



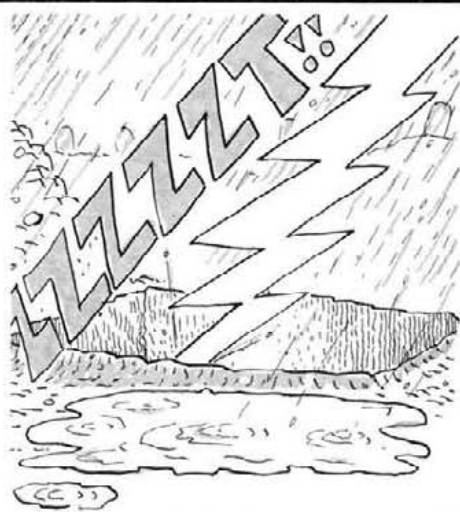
BEETLE BAILEY



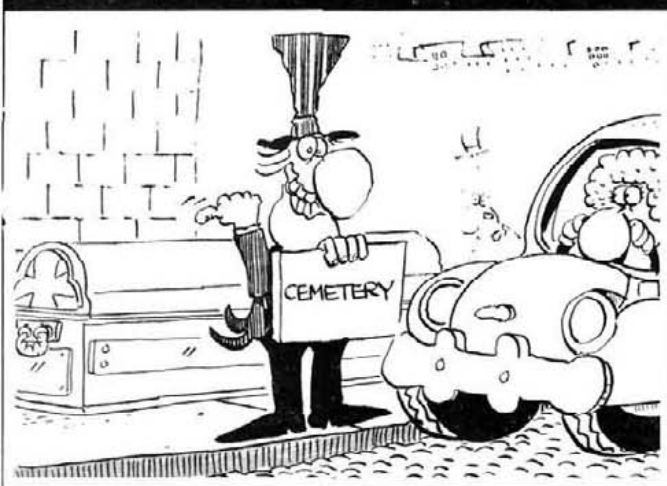
DON EDWING LOO

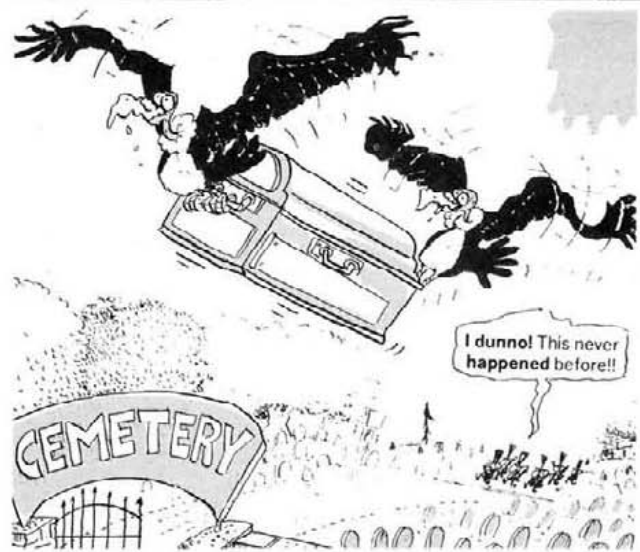


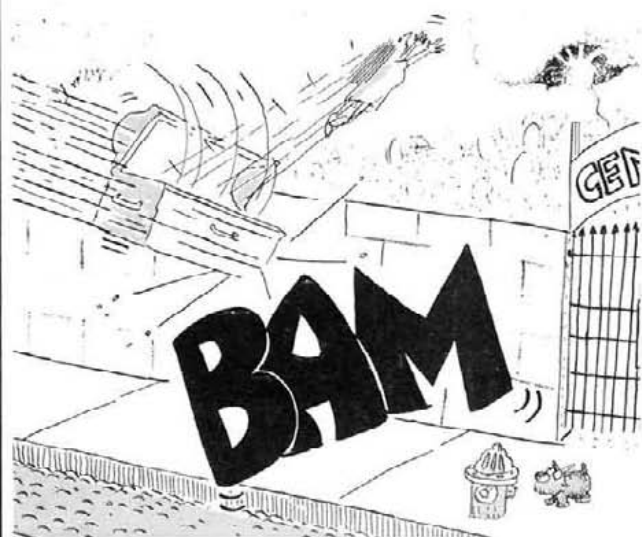
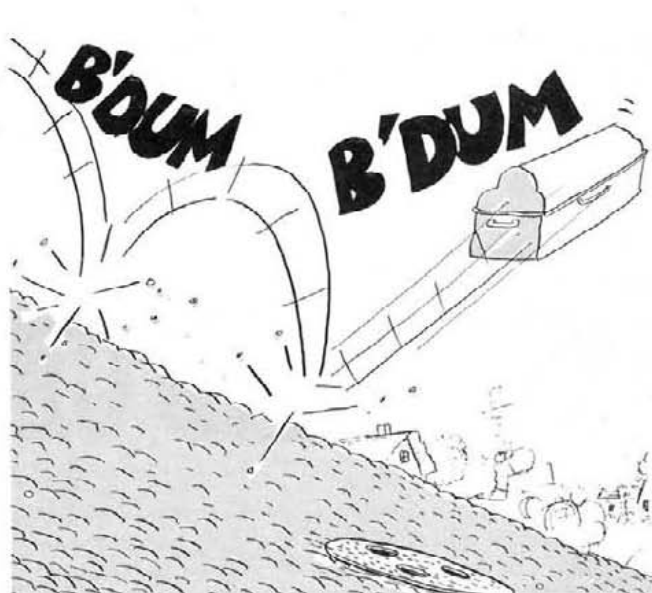
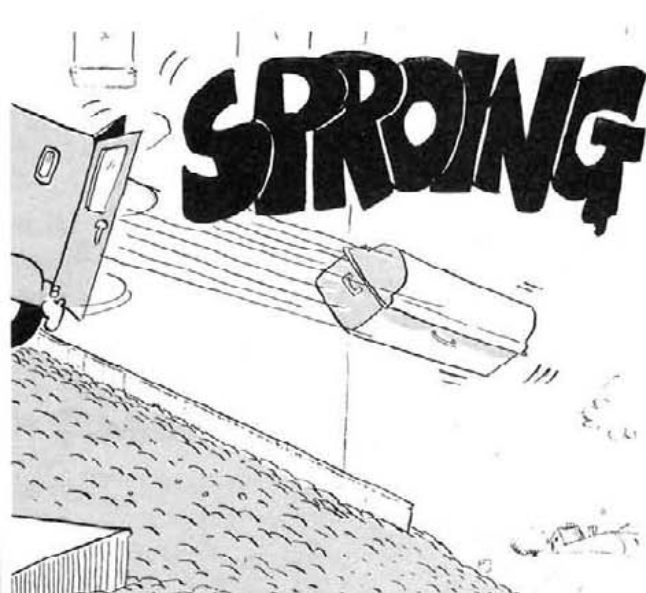
WRITER AND ARTIST: DON EDWING



KS AT FUNERALS







At one time or another, almost every one of us has received one of those "Good Luck Chain Letters." They're all pretty much the same. They promise incredible fortune and good luck—as long as you don't break the chain. And so, you make 20 copies—and you send them out, just in case there might be something to the stupid scheme. Don't you feel like an idiot doing it? Wouldn't you like to get even with all the nerds who create those Chain Letters—or who send them to you? Wouldn't you like to put an end to Chain Letters once and for all? Well, now you can—by mailing out

THE MAD CHAIN LETTER

WRITER: FRANK JACOBS

----- cut on dotted line -----

Dear Friend:

You have been chosen to receive this Message of Fortune. Do not doubt its power. It has circled the world more than 59 times. You will feel the full effect within four days, provided you do not break the chain.

An American Air Force general kept the chain going, and three days later lost \$250,000 in a stock swindle. A.J. Melton became impotent after he mailed out his 20 copies, but enjoyed a miracle recovery when the Post Office returned the letters because of insufficient postage. The chain was begun in 1933 by a convict in French Guiana. 18 hours later, a guard broke his skull and left his body for the ants. All 20 recipients kept the chain going. Of these, 10 developed incurable diseases, five were injured in natural catastrophes, four were trampled by mobs and one married an undesirable woman. Morris Belzer received the letter in 1947 and ignored it. Today he is a millionaire from his investments in the fast foods industry. E.W. Young asked his secretary to mail the 20 copies, but she put her own name on the letters instead. Three days later one of her implants fell, and she began to sweat abnormally in buses. The chain is powerful. Lydia Carver and her twin sister Marie both received this Message. Lydia kept the chain going, and five hours later disappeared in a Baltimore shopping center. Marie was not a believer and threw the letter away. Today she is married to a very successful tile salesman in the Midwest and drives a Celica. Such is the power of the chain.

You have been chosen. Remember that you are responsible for the chain and must realize its consequences. Cross out the first name on this list, then add your name at the bottom and mail 20 copies to those with whom you would like to share Fortune's Message.

M.R. Steinert (dec)
K. Rithbee, c/o Winville, S.C.,
County Welfare Hospital
James Fitch (dec)
M.M. Kaye, 60071—Death Row,
San Quentin Prison
Jean Farr (dec)

W.W. Farr (dec)
N. Bonaparte, c/o Harold Bayne, Vermont
Hospital for the Insane
J. Tantalio, Critical Ward, St. Agnes
Hospital, Dover, Del.
Byron Wilkes (dec)
H. Conner (dec)



When Americans travel through the world, there are Tourist Guide Books that describe each country's natives, their interests and how they live. Unfortunately, there are no such Tourist Guide Books for Americans traveling through their own country that describe each region's natives, their interests and how they live. So we present...

AN INSTANT GUIDE TO AMERICAN REGIONAL TYPES

ARTIST: PAUL COKER WRITER: FRANK JACOBS



NEW ENGLANDERS

Resharpener their disposable razors.

Call their parents "Mr.—" and "Mrs.—"

Consider credit cards "tools of the devil."

Regard second generation Americans as "immigrants."

Refuse to buy paper clips without a 90-day warranty.

Believe the decline in morality began with the phasing out of suspenders.



NEW YORKERS

Organize vigilante groups to patrol inside their apartments.

Yell "Hurry up!" during funeral eulogies.

Greet their party guests only after they've passed through a metal detector.

Check to see if their wallets are still there while attending religious services.

Freebase soot.

Frisk their children.



SOUTHERNERS

Would like to vaccinate visiting Northerners.

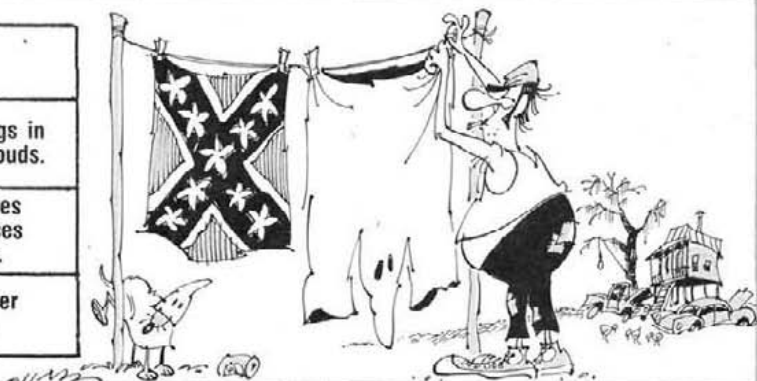
Bury their hound-dogs in Confederate Flag shrouds.

Learn "Possum Cuisine" in High School Home Economics classes.

Soak their dentures overnight in glasses of Jack Daniels.

Share the chewing tobacco on their honeymoons.

Carry on feuds over swamp rights.



MIDWESTERNERS

Polka in discos.

Hang out the American Flag on William McKinley's birthday.

Entertain visitors with home movies of their garage sales.

Snore with a twang.

Own "His-and-Hers" manure spreaders.

Regard "K-Mart" as a designer label.

SOUTHWESTERNERS

Close schools for Apache holidays.

Name their children after obscure igneous rocks.

Train lizards to handle minor household chores.

Include token Navajos at Rotary Club meetings.

Hold Tupperware parties in abandoned cliff dwellings.

Rate a man by the horsepower of his pickup truck.



NEVADANS

Propose double-or-nothing bets during I.R.S. audits.

Take odds on total highway deaths on major holidays.

Get rid of children they feel are unlucky.

Take out Medical Insurance to cover "Slot Machine Elbow."

Offer "Blackjack Card-Counting" as a High School elective.

Fast on Jimmy The Greek's birthday.



CALIFORNIANS

Apply "Grecian Formula" to their aging poodles.

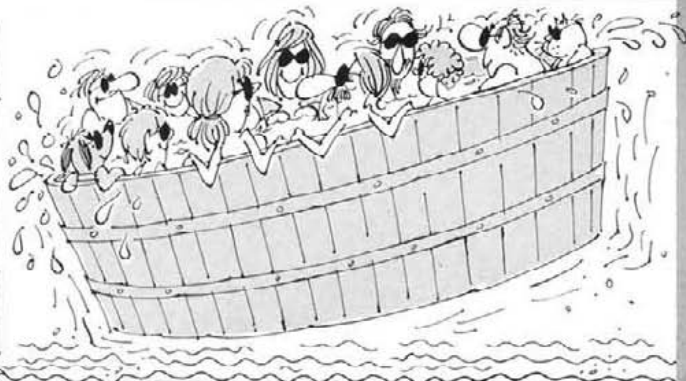
Lamé their Frisbees.

Freeze-dry cocaine.

Cast horoscopes for their cars.

Consider it trendy to jog during earthquakes.

Honor their dead with designer tombstones.



HAWAIIANS

Rarely hula on the first date.

Enjoy hearing "The 1812 Overture" arranged for the ukulele.

Are buried with their surfboards.

Spend Saturdays watching slow-moving molten lava.

Take little interest in ice hockey.

Wear black leis to funerals.

TEXANS

Believe that owning more than two 747's is pretentious.

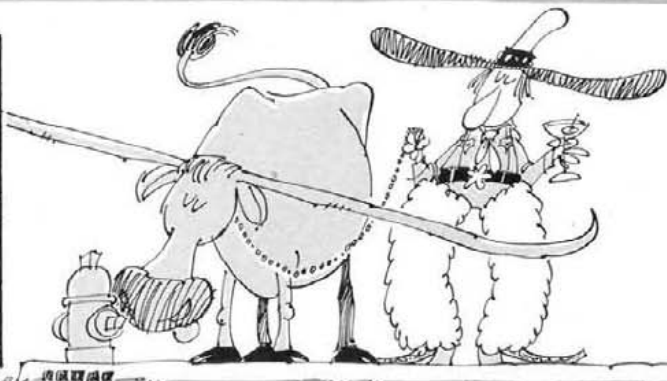
Have unlisted area codes.

Refer to anyone less than six feet four as "Shorty."

Rent Oklahoma for picnics and family gatherings.

Protect their ranches with MX missiles.

Refuse to recognize the existence of Alaska.



ALASKANS

Only say "Goodnight" once a winter.

Prepare delicious whale blubber quiches.

Organize "Sled Pools" during transit strikes.

Say "Hot enough for you?" when the mercury hits 40.

Play football on artificial tundra.

Feel very uncomfortable in crowded places like Wyoming.

ROOMMATES



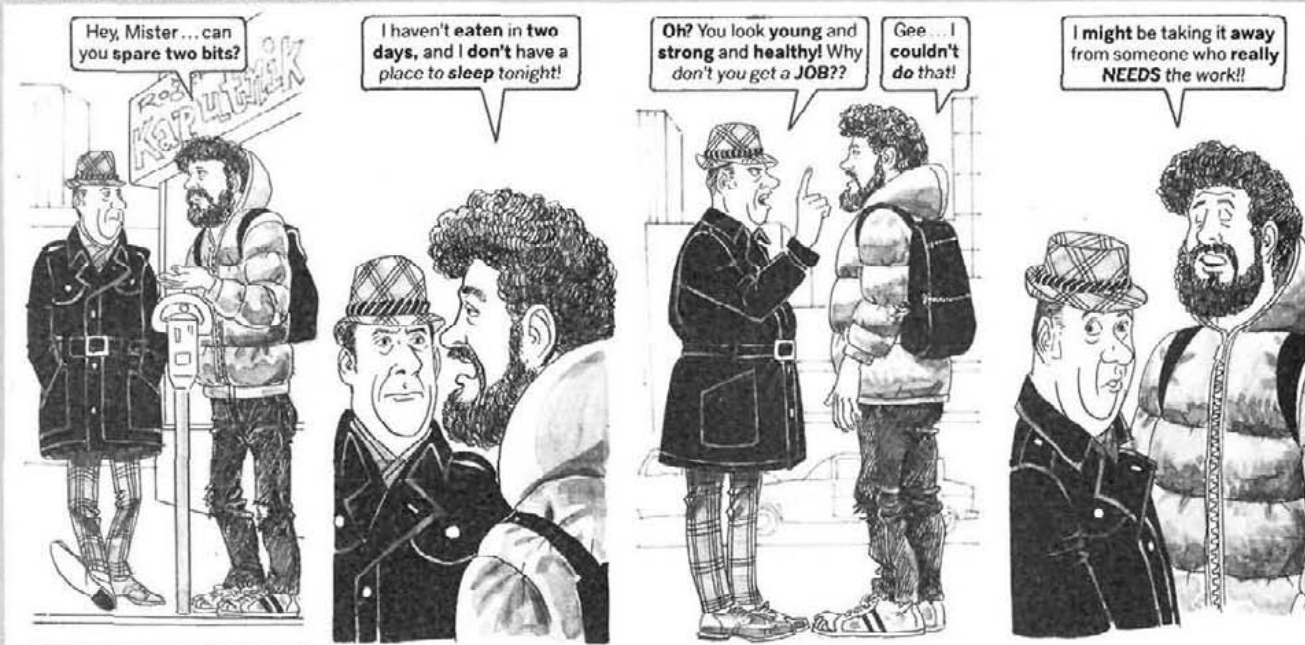
BERG'S-EYE VIEW DEPT.

THE LIGHTE

THE ECONOMY



PANHANDLING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

ADVICE



FORTUNE TELLING



BIRTHDAYS



STRANGE BEHAVIOR



POLITICS



BREAKING UP

We're through!! Finished!! Washed up!! I never want to SEE you again, Buster!

But ... why ... ??

Because you're a LIAR, a CHEAT, a LAZY GOOD-FOR-NOTHING, a BULLY and an OBNOXIOUS INDIVIDUAL!!

Then you won't mind if I go out with LAURA!?

Why would you want to go out with that creep?

I'd like to get a SECOND OPINION!!



NAMES

Because you're NOT COMPLAINING!!

Here we are, bumper-to-bumper ... stuck in traffic at 5:30 PM ... with NOBODY MOVING!!

THAT's something I always wondered about!

So why do they call it the "RUSH HOUR" ... ?!



CLOTHING

What in heck are you doing?

Looking for a GOOD PAIR of socks!!

What's wrong with these?

They've got HOLES!!

I see what you mean! Here's a pair ... and one has a hole!!

Huh?? It does??

THAT's the pair I was LOOKING FOR ... ?!!



PETS



Here, Prince! Into the car!

Just one minute, young man!

Does that dog have a license?

He doesn't NEED one, Officer! He's NOT DRIVING!!



THE JOB

Man, I'm bushed! I worked like a DOG today!!

Really? How come??

I was promoted to a new position!!

They gave you a much tougher job?

Actually ... there wasn't much to do!

Then what made you so tired??

Trying to LOOK BUSY ...!



WHEELS

Do you know what it COSTS every time we fill up our CADILLAC??

That's nothing!! Do you know what it costs every time we fill up our MERCEDES??

Big deal! I've got a vehicle that costs more to fill up than ANY of yours ...!!

Oh, yeah? What's that??

This SHOPPING CART ...!!



David Berli

Two very confusing reports have appeared in our daily newspapers lately! The confusing thing about them is that sometimes they appeared right next to each other...like this:

TEST SCORES SHOW KIDS CAN'T READ

LURID PAPERBACKS POPULAR WITH TEENS

Taken together, these two items indicate that young people spend millions each year on books they can't read. Which doesn't make any sense. What does make sense is that most kids really can read...but they're so bored with the dull writing in stuffy textbooks that they've turned to trashy novels. So if educators ever hope to lure students back to learning by reading, it's obvious that schools must find a way to entertain them as they inform them. We therefore suggest they give some serious consideration to using:

MAD'S LURID ROMANTIC TEXTBOOKS



ARTIST: HARRY NORTH WRITER: TOM KOCH

✓ 130⁴ Sizzling Copies Already Sold!

INTERMEDIATE MATHEMATICS

7⁺¹¹ FOODSTOR



HE'D BEEN GOING LIKE 60 IN SEARCH
OF A "10" UNTIL SHE GOT HIS NUMBER.

kissed her passionately for the twelfth time in those three glorious days since they had first met down by the grape arbor.

Melanie's dancing azure eyes looked up at him. "The use of short division tells me that we have now kissed an average of four times a day since we first met," she smiled.

Kevin laughed aloud, flashing 16 white teeth on the bottom and an equal number on top, for a total of 32. "How clever of you to make such a calculation, My Beloved," he said at last. "Previously, I had assumed you were just a foolish child with an I.Q. 18 points below the average of 100, for a difference of 82."

Another Torrid Hit From
The Publishers Of "Ancient World History"

MODERN WORLD HISTORY



THE TWO THINGS HE DESIRED WITH DROOLING LUST WERE
HER SHAPELY BODY AND AN ICE-FREE PORT ON THE BALTIC

well tailored uniform fit Adolf's boyish hips snugly as he drifted down the spiral staircase.

Suddenly, his full, pouting lips parted into a smile as he noticed Eva's eyes drinking in his sensuality. After a pregnant moment, he spoke.

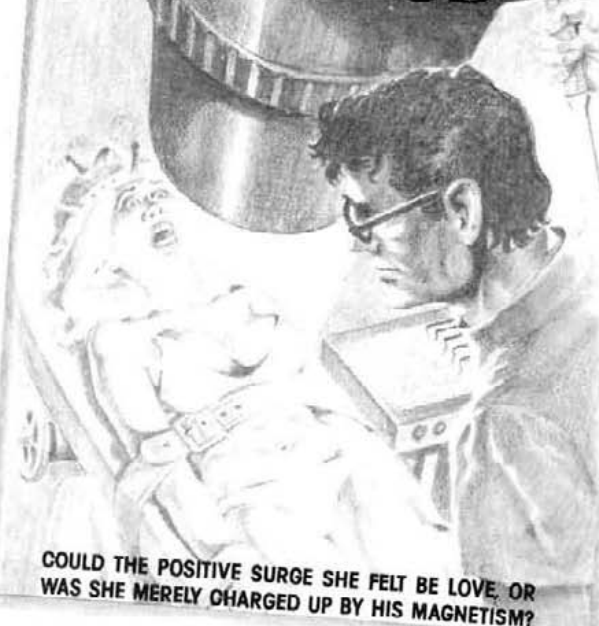
"Tomorrow," he said in his familiar Austrian drawl, "is September 1, 1939. We shall all get together at my place in the morning and invade Poland. This probably will set off World War II, which we will eventually lose on May 8, 1945. But then, life is full of disappointments, my lovely one."

And he stroked his little black moustache as his eyes drank in her full, lush body illuminated by the soft candlelight of the

- 123 -

Turn Up Your Bunsen Burner With...

HIGH SCHOOL PHYSICS



COULD THE POSITIVE SURGE SHE FELT BE LOVE, OR
WAS SHE MERELY CHARGED UP BY HIS MAGNETISM?

felt her face flush with sufficient heat to raise the temperature of one cubic centimeter of water one degree centigrade.

"I never loved Archimedes," she said petulantly. "I only admired his principles."

A sigh of relief rose from Stuart's chest as he exerted 3,000 ergs of force to draw the oxygen in his lungs upward in opposition to gravity.

"Hearing that has lifted a mass of weight from my shoulders, causing my energy to soar at a proportionate velocity," he smiled.

Suddenly, as if pulled together by an electromagnetic force that neither could resist without changing polarity, Lisa and Stuart were in each other's arms.

- 44 -

3.1416th Big Printing.

FIRST BOOK OF PLANE GEOMETRY



HER FEELINGS FOR HIM HAD BECOME MORE
ACUTE, BUT STILL HE REMAINED OBTUSE.

up at the moon, which formed such a perfect circle that Betsy felt sure the circumference must measure a full 360-degrees.

Suddenly, Commander Fitch of the Main Volunteers was holding her close and nibbling her ear.

"For as long as the square of the hypotenuse of a right triangle shall equal the sum of the squares of the other two sides, our love will last, My Dearest," he whispered. "Which means forever!"

"But what about a trapezoid, My Darling?" she asked breathlessly.

"Silly girl!" he laughed. "A trapezoid is a quadrilateral, as we shall have the rest of our lives to discover together!"

And his hand moved sensually over the parallel lines of her silken bodice, while his lips

- 142 -

A Dashing South-Of-The-Border
Linguist Invites You to Learn...

FIRST YEAR SPANISH



HER LIPS TOLD HIM, "¡BUENOS DIAS!"... BUT
THERE WAS "¿COMO ESTA USTED?" IN HER EYES.

looked even lovelier as her face flushed crimson in his royal presence.

"El señor es mi padre. La señora es mi madre," she murmured huskily.

"¿Que es el nombre de su padre y su madre?" he asked in a firm voice, summoning up some of his forgotten Spanish.

"El nombre de mi padre es Carlos. El nombre de mi madre es Luisa," she smiled, throwing back her shoulders seductively.

"Y el nombre de mi perro es Alberto," she whispered, moving closer so that he could feel her hot breath on his neck.

"¿Es Alberto un estudiante?" he asked, his pulse quickening.

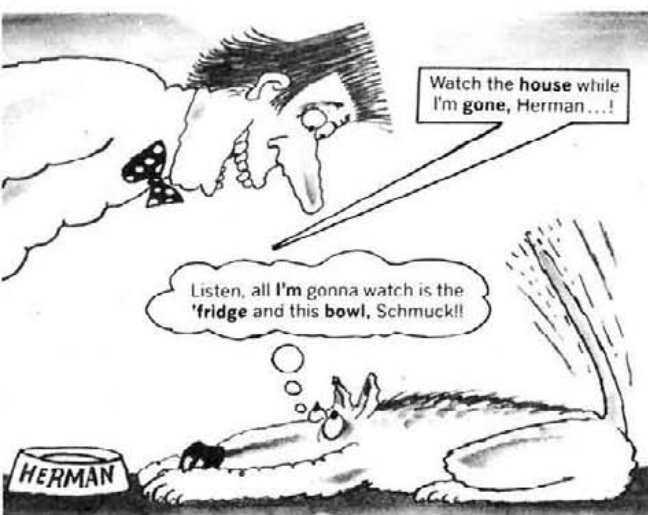
"No," she replied softly. "Alberto no es un estudiante. Alberto es un fox terrier."

- 27 -



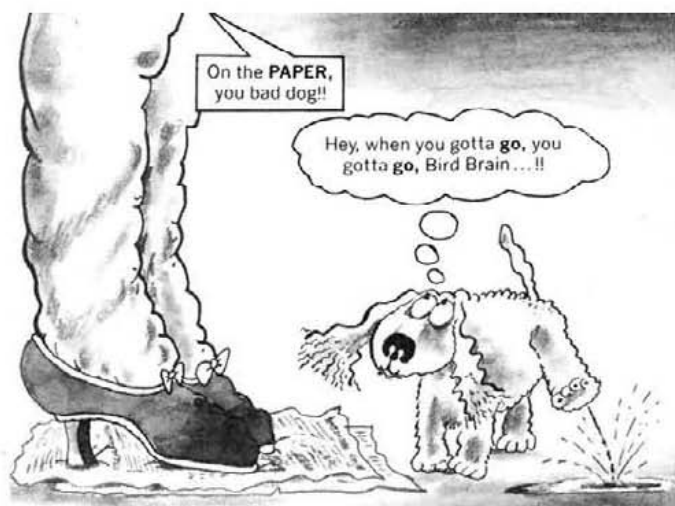
SNAPPING ANSWERS DEPT.

A MAD L PE BACK



LOOK AT ITS TALK

WRITER AND ARTIST: PAUL PETER FORGES



ORWELL THAT ENDS WELL DEPT.

1) **35,000,000**

This figure represents:

- a) The number of copies of Michael Jackson's "Thriller" album sold in 1984;
- b) The amount demanded monthly by Johnny Carson's estranged wife, Joanna;
- c) The number of stupid "Where's the beef?" jokes told in 1984;
- d) The amount squandered by the Pentagon on the average screw.

2) On which touchy, controversial subject has an exploitative made-for-TV movie not been done?

- a) Teen pornography;
- b) Necrophiliac child care centers;
- c) The effects of nuclear war on a group of Hollywood prostitutes;
- d) The proliferation of sleazy, titillating, exploitative made-for-TV movies.

3) Which special interest group did Walter Mondale not solicit the support of?

- a) Right-handed Mohican proctologists;
- b) Gay beekeepers;
- c) Fortune cookie proofreaders;
- d) Left-handed Mohican proctologists.

4) The scene to the left depicts:

- a) A campus riot, circa 1968;
- b) An El Salvador death squad in action;
- c) The escalation of the Iran-Iraq border war;
- d) A group of parents trying to purchase Cabbage Patch Dolls.

5) Which of these objects is older than the average Russian Politburo member?

- a) A California redwood;
- b) The steamboat;
- c) The Magna Carta;
- d) The written word.

6) Following the big telephone company breakup, which of the following is the most-efficient, least expensive way to call someone:

- a) AT&T
- b) MCI
- c) Sprint
- d) Two tin cans and a long piece of string.

7) What is the only color Cyndi Lauper failed to incorporate into her wardrobe in 1984?

- a) Navahoe white;
- b) Safety red;
- c) Plaid;
- d) Rocky road.



19

THE MAD



8) Of the following "factors", which had the greatest influence on President Reagan's bid for re-election?

- a) The "age factor";
- b) The "Teflon factor";
- c) The "sleaze factor";
- d) Max Factor.

9) Which Olympic event was most seriously diluted by the Russian boycott?

- a) The men's basketball tournament;
- b) The women's track and field competition;
- c) The decathlon competition;
- d) The standing-in-line-for-eight-hours-to-buy-toilet-paper event.

10) Which of the following had the shortest lifespan in 1984?

- a) Sugar Ray Leonard's boxing comeback;
- b) Reuben Askew's Presidential campaign;
- c) Anne Burford's E.P.A. comeback;
- d) The career of any singer who refused to jump on the video bandwagon.

11) Where was the most exotic place visited by Ronald Reagan in 1984?

- a) Peking, China;
- b) Fairbanks, Alaska;
- c) Dublin, Ireland;
- d) The Oval Office.

12) Although released the previous year, the movie "Risky Business" continued to do very well at the box office in 1984. Which 1984 activity proved to be the riskiest business in real life?

- a) Trying to vote in El Salvador;
- b) Becoming the front-runner in the Democratic Presidential campaign;
- c) Starting a USFL expansion team;
- d) Accepting a position in the Reagan cabinet.

13) For which of the following activities did baseball players receive the least media coverage in 1984?

- a) Their drug habits;
- b) Their sensationalistic books;
- c) Their contract disputes and battles with team owners;
- d) Their baseball playing abilities.

14) Which award did Michael Jackson fail to win in 1984?

- a) The Nobel Peace prize;
- b) Playboy's Playmate of the Year;
- c) Most Valuable Player, National Hockey League;
- d) The Purple Heart.

REAGAN
BUSH '84

QUIZ
WHERE'S
THE
BEEF!



84



WRITER: DESMOND DEVLIN
"BUTTONS" PHOTOGRAPH: IRVING SCHILD

If you walk down a brightly-lit street, that's good!
If you walk down a dark street, two things can happen:

You won't get mugged!

You will get mugged!



If you find a job that's easier, that's good! If you wind up unemployed and walking the streets, two things can happen:

You'll walk down a brightly-lit street!

You'll walk down a street that's dark!



OPT-TICKLES DEPT.

IF YOU DO DARK

ARTIST: GEORGE WOODBRIDGE

If you're able to work again at your old job, that's good!
If you're not able to return to work, two things can happen:

You'll find another job that's a lot easier!

You'll wind up unemployed and walking the streets!



If you're patched up in tolerable shape, that's good! If you're patched up in terrible shape, two things can happen:

You'll be able to work again at your old job!

You won't be able to work again at your old job!



If you don't get mugged, that's good! If you do get mugged, two things can happen:

You won't be seriously hurt!

You'll require medical aid!



WALK DOWN A STREET

WRITER: FRANK JACOBS

If you're not seriously hurt, that's good! If you are seriously hurt and require medical aid, two things can happen:

You won't need surgery!

You will need surgery!



If you don't need surgery, that's good! If you do need surgery, two things can happen:

There'll be a competent doctor on duty that night!

There'll be an incompetent doctor on duty that night!



If the doctor on duty is competent, that's good! If the doctor is incompetent, two things can happen:

He'll patch you up in tolerable shape!

He'll patch you up in terrible shape!



MAD'S Modern Believe It or Nuts!

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS



DURING A BIG
BEVERLY HILLS PARTY
THROWN BY A HOLLYWOOD AGENT,
NO COCAINE WAS SNOTED
BY ANY OF THE 74 GUESTS PRESENT!



BILL COSBY

TURNED DOWN A SIX-FIGURE
TV COMMERCIAL ENDORSEMENT
CONTRACT
ON THE GROUNDS THAT HE WOULD BE
OVER EXPOSED!



Billy Martin, WHEN BAITED BY AN AGGRESSIVE
DRUNK, LISTENED POLITELY FOR 20 MINUTES, THEN
MOVED TO THE OTHER END OF THE BAR!

A NEW YORK CITY
SUBWAY
TRAIN...



...UNMARKED BY ANY **GRAFITTI** AND WITH ALL DOORS WORKING AND ITS
AIR CONDITIONING OPERATING PERFECTLY MADE AN ON TIME RUN FROM THE BRONX TO BROOKLYN!

TEN YEAR OLD
Irving Queef

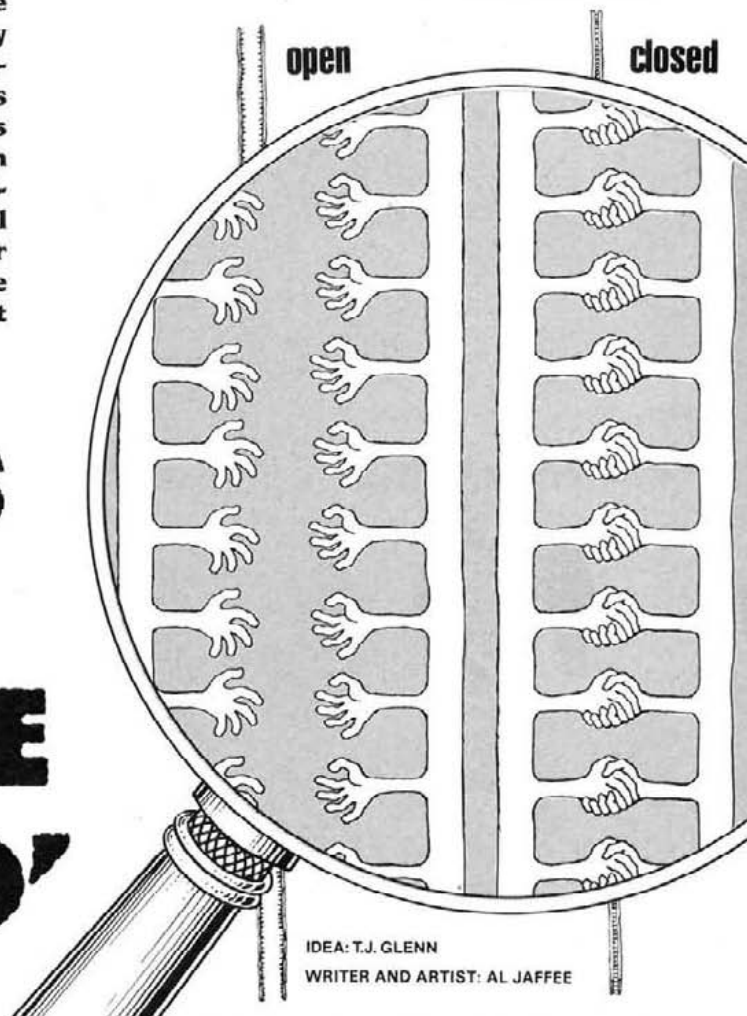
of Lima, Ohio
HAS NO DESIRE
WHATSOEVER
TO POSSESS
ANY ITEM OF MERCHANDISE
CONNECTED WITH
"STAR WARS,"
"STAR TREK" OR "E.T."



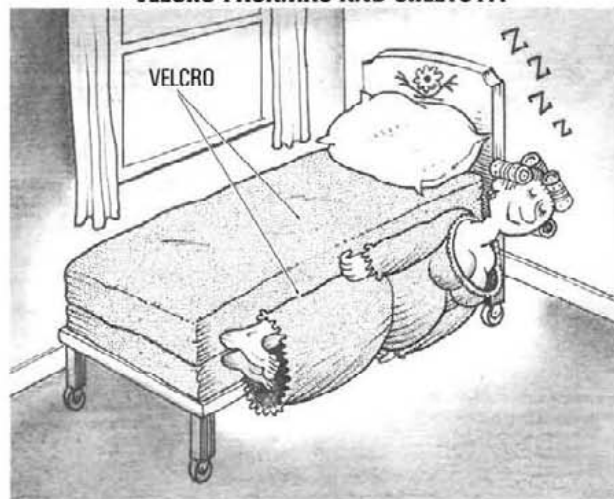
Miracle "VELCRO" comes in large sheets and can be cut to any size. It consists of two different kinds of surfaces, and when the two are brought together, millions of tiny grippers grab onto millions of other grippers and hold on tight. This simple but effective fastener works better than buttons or zippers on clothing, which is where most "Velcro" is used. But we at MAD feel that there are many other uses for this amazing product. And so...the inventive geniuses at MAD present

EXCITING NEW USES FOR MIRACLE 'VELCRO'

MAGNIFIED SECTION OF MIRACLE VELCRO, SHOWING HOW IT WORKS

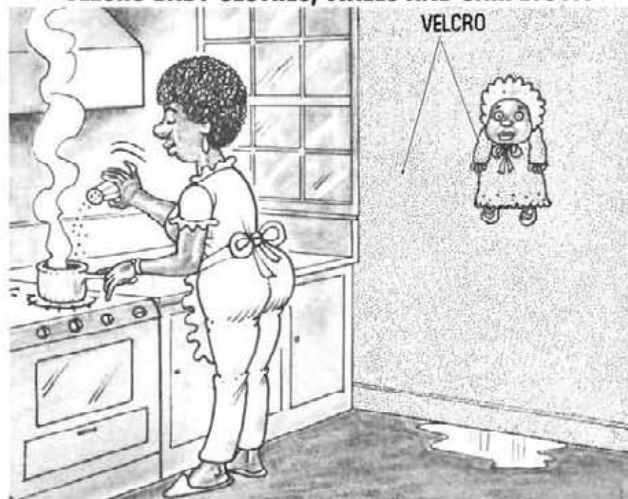


VELCRO PAJAMAS AND SHEETS...



...prevent sleepwalking and falling out of narrow beds.

VELCRO BABY CLOTHES, WALLS AND CARPETS...



...so kids can be safely parked, and kept out of danger.

VELCRO TANKS AND TOILET SEATS...



...stay up, eliminate the embarrassment of having the seats fall when men are using toilets in the usual way.

VELCRO GARBAGE CAN BOTTOMS AND STANDS...



Cans cannot be pushed over, even by strongest of dogs. Also "Velcro Garbage Cans And Lids" keep cans closed.

VELCRO PENS AND SHIRTS...



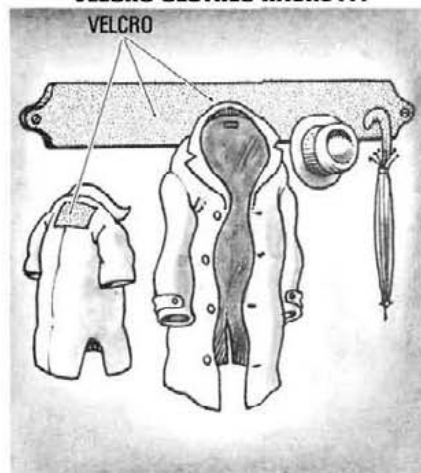
...eliminate need for pockets. Pens are always handy... and hard to lose.

VELCRO MITTS AND BALLS...



Cuts down on errors. Even the most inept glove work results in a sure catch.

VELCRO CLOTHES RACKS...



...do away with unsightly pegs and hooks, and danger of poking out eyes.

VELCRO GUITARS AND CONCERT SHIRTS...



...leaves both hands free and eliminates bothersome strap.

VELCRO BATHROOM WALLS AND ACCESSORIES...



...for quick and convenient use and orderly storage.

VELCRO DINING TABLES, DISHES AND UTENSILS...



...on boats, prevents things from flying all over in storms.

VELCRO BACKPACKS AND HIKING SHIRTS...



...eliminate need for uncomfortable, chafing shoulder straps. Packs go on and off in a jiffy.

VELCRO XMAS TREES AND ORNAMENTS...



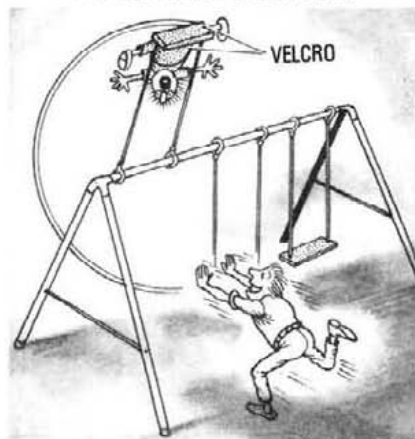
No need for dangerous ladders. Just toss up ornaments... and they stick.

VELCRO SUPERMARKET BAGS AND SHOPPING CLOTHES...



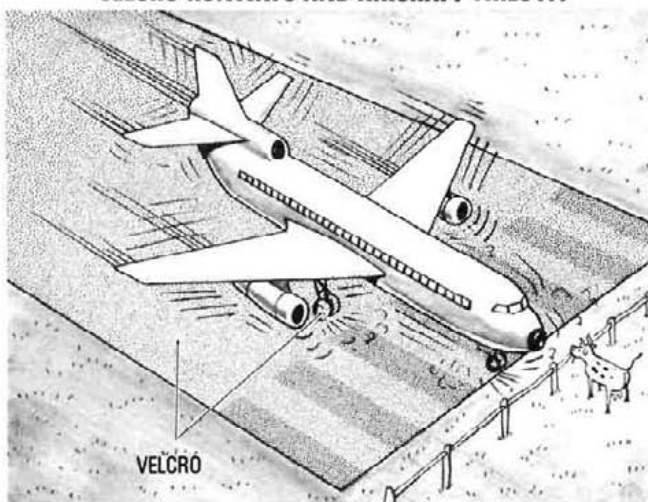
Makes bag-carrying easy. Leaves hands free to rummage for car and door keys.

VELCRO CHILDREN'S PLAY CLOTHES AND SWINGS...



No matter how high swing goes, child sticks securely to the swing's seat.

VELCRO RUNWAYS AND AIRCRAFT TIRES...



...end ever-present danger of running out of landing room.

VELCRO AIRPLANE SEATS AND TRAVEL CLOTHES...



...eliminate need for safety belts. Also, necessary on airplanes landing on Velcro Runways so passengers don't end up rocketing forward at 100 miles per hour. 41

They made "Superman," "Superman II" and "Superman III" ... but they didn't have the nerve to make "Superman IV"! Instead, they pulled a sneaky trick and gave us pretty much the same old stuff using a "Female of Steel"! And that's what we consider...

What are you doing, Saltaire?

Using this incredible force, the Omegahedfone, to create "trees"! At least, I THINK they're trees! They've got them on every street in every city on Earth...!

One day, I hope to go to Earth and visit my cousin, Superman! I know that 230 million people live there, but maybe I'll accidentally run into him and his girlfriend, Lois Lane, and their friend, Clark Kent, and...

Please, Kara! Let's take these unbelievable coincidences one at a time! How much can a body stand?!

Gee, I sure hope they're careful with that Omegahedfone! It's our planet's sole source of power! Sort of a baseball-size Three Mile Island!

If Saltaire should accidentally let that Omegahedfone go, it would shatter this planet's Alpha Shield, and suck all the life out of our world!

So... what's the big deal? Life here ALREADY sucks!?



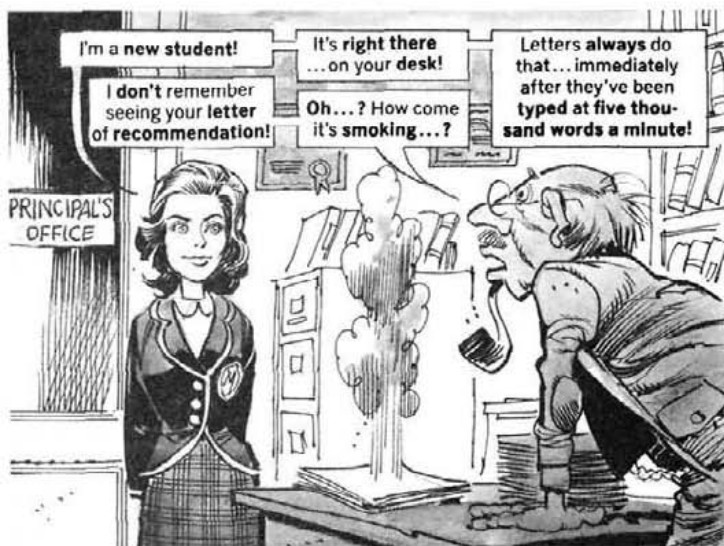


Supergail

ARTIST: JACK DAVIS

WRITER: DICK DE BARTOLO







I smell trouble! I **ALSO** smell the sickening odor of tires burning! I hope I don't "super-barf" on those poor people below!

Lucy Lane told me that wearing a **BRA** would streamline my figure—but I think it **ADDS** to my wind resistance!!



Look!! The runaway bulldozer has set that gas station on fire!!

But Supergirl has smashed open that water tank, and it's putting out the fire! That's unbelievable!!

That Supergirl could do that?!

No, that a water tank would be on the roof of a gas station!

What do you think they use to turn **SUPER** Unleaded into **REGULAR** Unleaded...?! Seltzer?!!



I love you with all my heart and soul!! Come away with me and bear my children!!

Boy, Earth is sure some "make-out" place! I've only been here 48 hours, and already I've been propositioned by two mean truck drivers and a drunken gardener!!



So she thinks she can take my man away from me, eh? Well... I'm going to send her a storm with dark clouds and intermittent lightning, plus patches of fog, hail, and occasional high gusts of cyclonic winds!

Is that a **SPELL**—or a **WEATHER FORECAST**?



You've been keeping a low profile, Nojell! Have you grown tired of spreading evil and fear among men...?

Not at all, Someany, my dear! As a matter of fact, my most frightening act of terror is about to be unleashed! I have just completed drawing up the new IRS 1040 Income Tax form for 1985! Yeccccch!!



I am the Princess of Darkness! Who are you??

I am the daughter of Zor-Elbo... and the cousin of Superman...!

Superman...?! Can YOU do everything that Superman does??

Yes... except at the **BOX OFFICE**!



Your "super-tongue" bores me!

You talk of super powers?! I'LL show you super powers!!

See that mole hill out there? Watch...!

Upon all good, I put a hex... And call upon special effects!!





I made that mole hill into this mountain!!

Have you ever seen so much made out of so little???

Sure! Ask the guys who were responsible for this picture!!

Boy... talk about getting around your Zoning Laws!



You are now a victim of the "two-dimensional trap"...!!

To match your personality!!
I banish you to the dark side of the universe! And furthermore, DON'T have a nice day!

Wow, Someany! Now, you're getting especially tough!!



Where am I...?

Saltaire...!! What a coincidence...! Two trillion miles of wasteland, and we meet!!

You, my dear, are lost in the Phantom Zone!

I forgot to mention that this Phantom Zone is on the planet of Serendipity!!



Is there a way out of this place...?

Sure! On this planet, all you have to do is click your Ruby Red Slippers together... and in a jiffy, you'll wind up in the next panel!

Click my Ruby Red Slippers together!

Yes... and then, just follow the Yellow Brick Road!



So you're back...! I send a fire ball shower at you...!!

And I send a meteor blitz at you!

And I send a storm of flying rocks at you...!

I'D like to send a dozen ROSES to Supergirl... but I don't think they'd stand a chance in hell of arriving undamaged in THIS place!

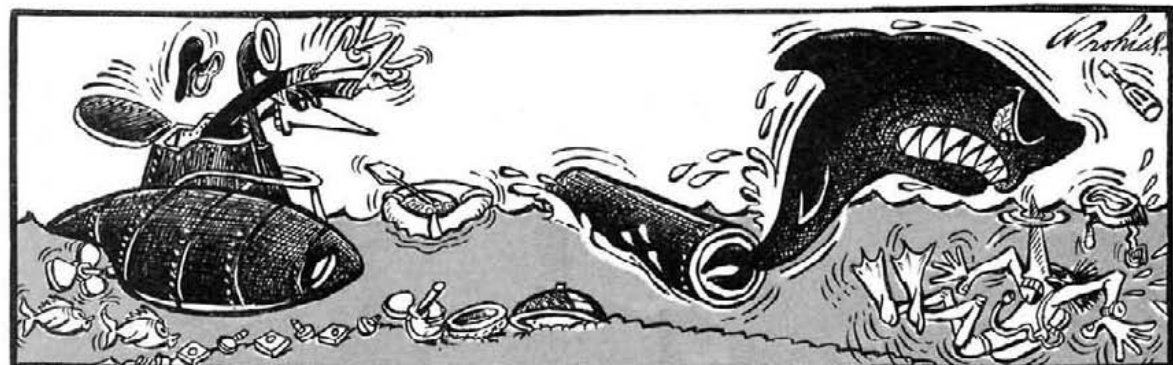
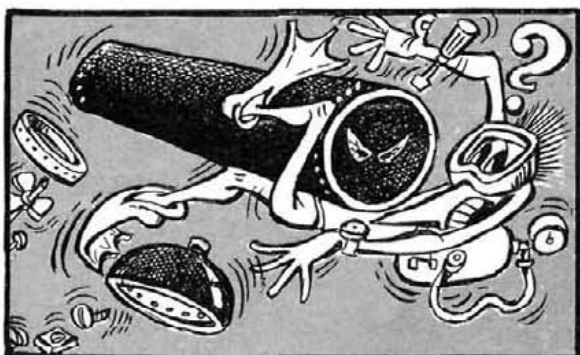
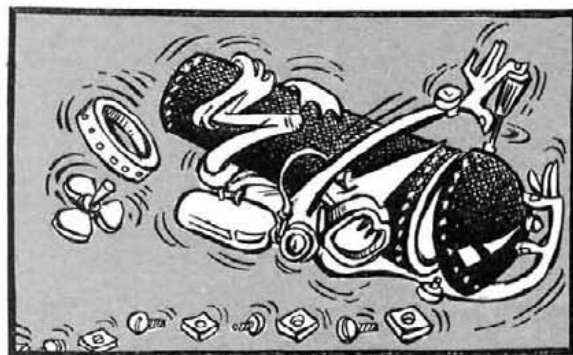
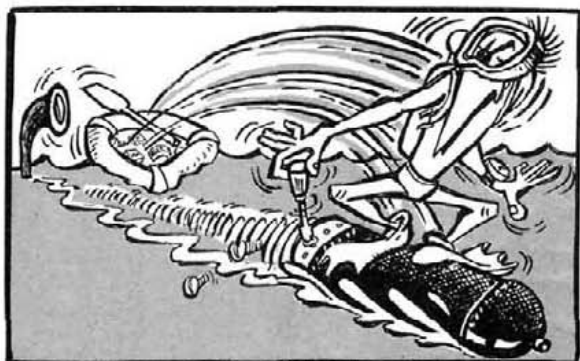
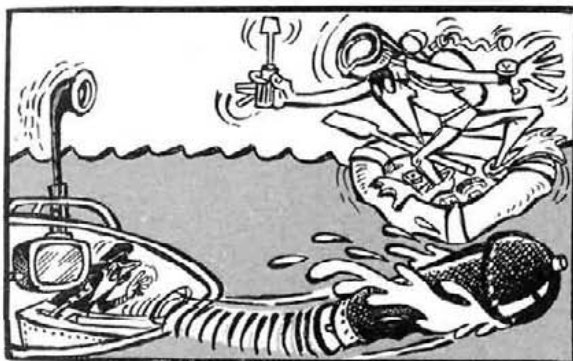
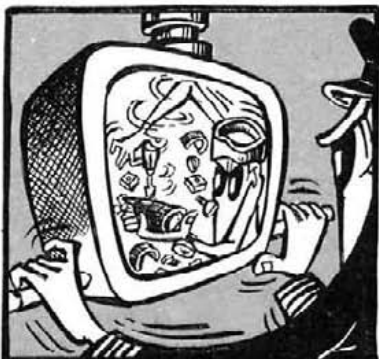
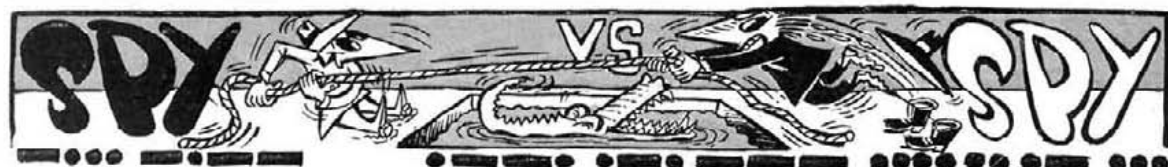


Goodness won...!!
Yes... and logic lost!

And our one wild date has resulted in a CHILD! Do you know which one it is?
Yes, and it's a super baby!

Oh, please...! Be quiet!! You might give them an idea for another movie!!

WATERNITY WARD



WHAT NEW LABOR
DEVELOPMENT
GAVE THIS WORKER
MUCH MORE TIME
TO SPEND WITH
HIS FAMILY?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Working conditions in our great nation are constantly changing, sometimes for the better... sometimes for the worse. To see how the latest changes are affecting workers everywhere, fold in page as shown at right.

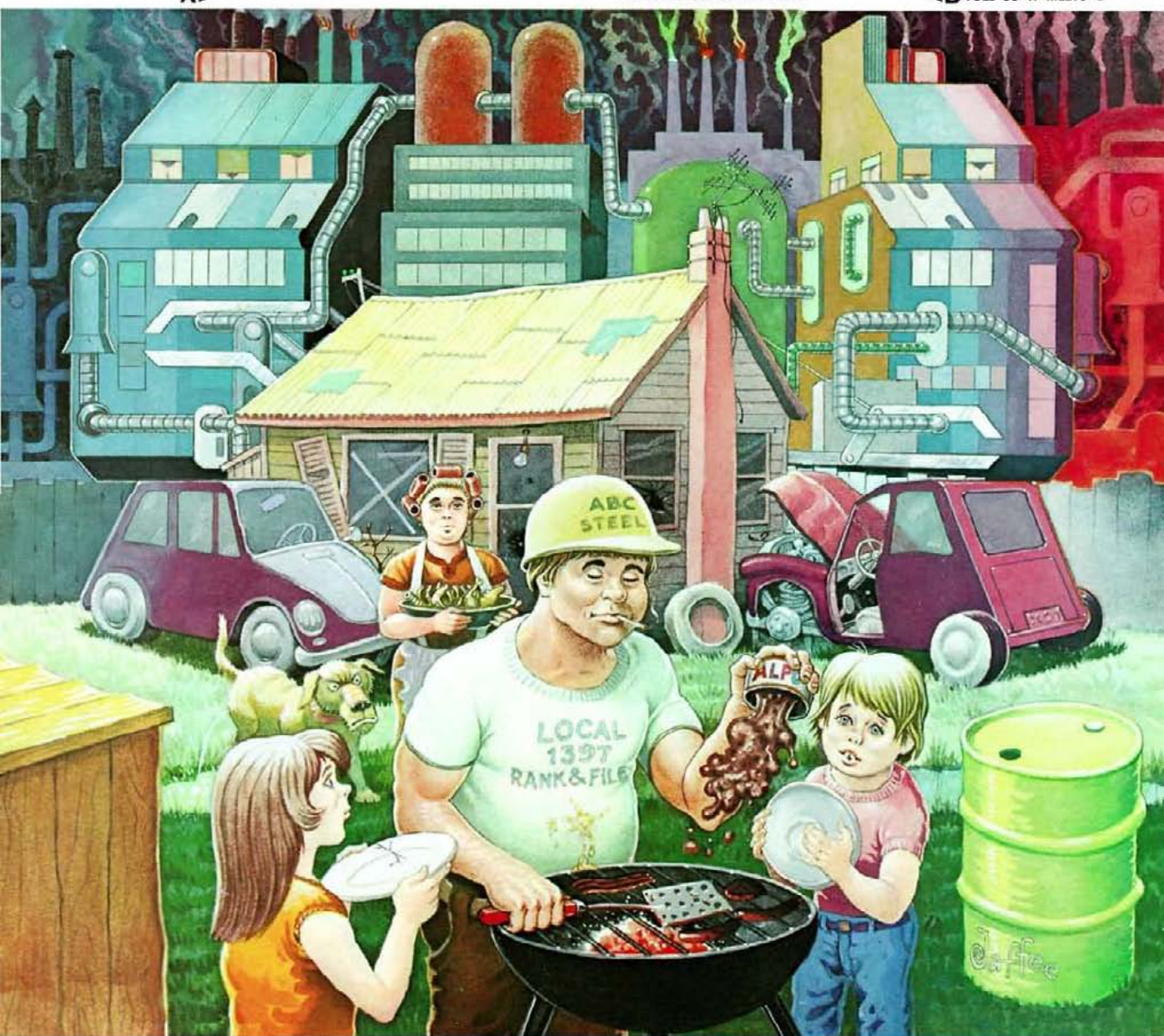


FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD SO "A" MEETS "B"



A ROBUST ECONOMY USUALLY GIVES OUR LABORERS A LOT
TO CHEER ABOUT. BUT WHEN WE TAKE A CLOSER LOOK
AT HOW U.S. INDUSTRY WORKS, WE SEE THAT THIS
JOLLY SITUATION CAN ALSO MAKE LIFE A BIT DRAB

A▶

◀B

